

ABSTRACT OF THE DISCLOSURE

In a portable information terminal apparatus, the contents of data to be processed for display are checked, and a number of colors to be displayed is decided in accordance with the contents of the data. For example, to display only character data, a display processing for a monochrome display is performed by driving the light emitting circuit of a monochrome. For displaying image data, a display processing for a multi-color display is performed by driving the light emitting circuit of a multi-color.